GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:76
ANSWERED ON:26.02.2008
PROMOTION OF TEA
Pallani Shamy Shri K.C .

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) the amount allocated to the Tea Board for the market promotion of tea during the 10th Plan period and the achievements made as a result thereof;

(b) whether the Government has enhanced the allocation during Eleventh Plan Period;

(c) if so, the details thereof;

(d) whether funds for plantation development and quality upgradation has also been increased during the Eleventh Plan period;

(e) if so, the details thereof; and

(f) the steps taken/proposed to be taken by the Government in this regard?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI JAIRAM RAMESH)

(a)to(c): During the 10th Plan period, an amount of Rs.98.60 crore was allocated to the Tea Board under Market Promotion Scheme. The scheme envisages participation of the Tea Board in international fair and exhibitions alongwith exporters.The scheme has been well received by the exporters.During the eleventh plan period, allocation has been enhanced to Rs.100 crore

(d)to(f): Under the Plantion Develoment Scheme, Government has allocated Rs.350 crore during the 11th Plan period as against Rs.98.59 crore during the 10th Plan. Similarly, under the Scheme of Tea Quality Upgradation and Producation Development it is proposed to enhance the allocated to Rs.230 crore during 11th plan period as against Rs.76.80 crore allocated during 10th Plan period. With the increased allocation during 11th Plan period it is the endevour of the Government to give more impetus to the activities of replantation, rejuvenation, new planting, quality upgradation, market promotion under these schemes.